

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Mecco Marking and Traceability

#### Catalyst Connection

#### MECCO Marking & Traceability Develops New Marketing Plan

**Client Profile:**

MECCO Marking & Traceability offers a full range of laser marking and dot peen technologies for the automotive, defense, aerospace, metalworking and fabrication, assembly, and medical industries. The company employs 40 people at its facility in Cranberry Township, Pennsylvania.

**Situation:**

MECCO had collected customer and prospect data since its founding in 1889, but a great deal was outdated and not being used to its fullest potential. MECCO wanted to utilize this data to increase sales and contacted Catalyst Connection, a NIST MEP network affiliate, for help.

**Solution:**

Catalyst Connection's Market Development Consultant, Tom Meshanko, assisted MECCO in screening and updating the customer and prospect data. Catalyst Connection developed a new marketing campaign based on the company's strategic goals and value proposition aimed at the contacts in the up-to-date database. Within 24 hours of the first marketing campaign, MECCO received an order that produced a 300 percent return on investment (ROI) on the cost of the program. In response to this success, Meshanko helped create an educational seminar to educate prospective clients on the importance and value of marking systems. As a result of Catalyst Connection's assistance, MECCO reports that more than 30 percent of seminar attendees purchase a system within one month, and the other attendees have become viable leads for future sales activities.

**Results:**

- \* Increased sales by \$700,000.
- \* Increased website traffic.
- \* Achieved a more competitive and profitable position.

**Testimonial:**

"One-third of the companies [who attended our initial educational seminar] purchased systems within 30 days, and many of the other participants remain viable prospects."

Dave Sweet, President